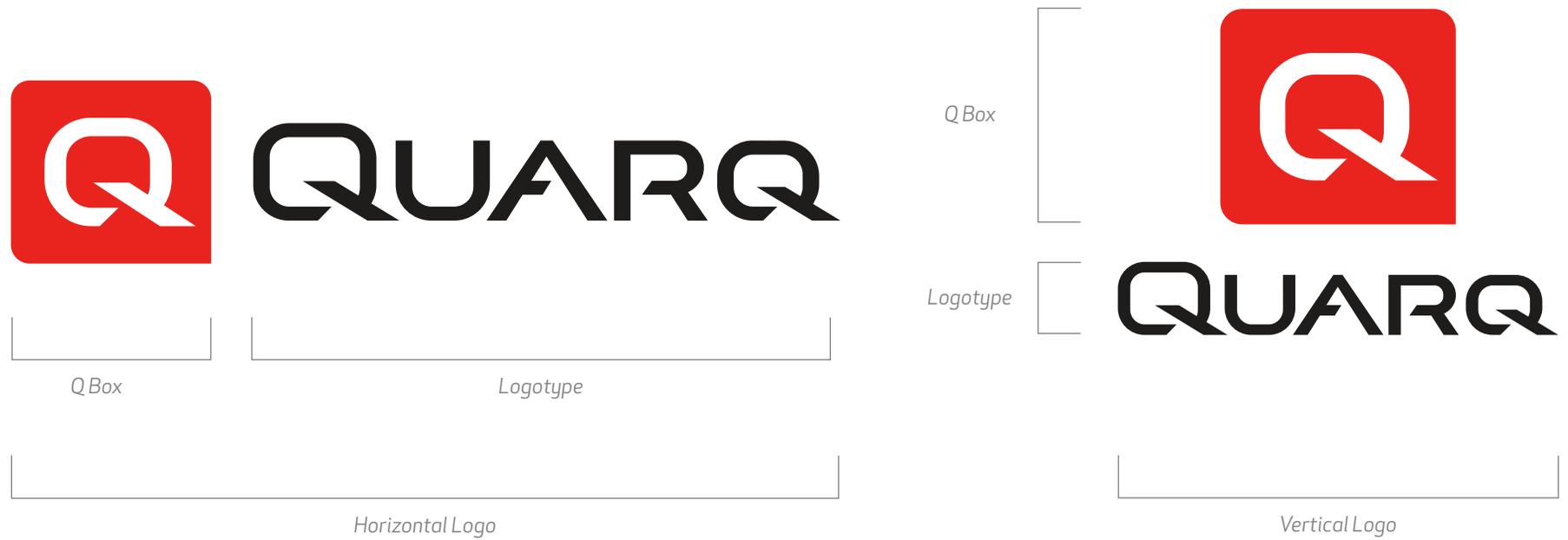


QUARQ LOGO

The logo includes our symbol and logotype, designed to work together in horizontal and vertical lockups.



CLEAR SPACE

The logo should be treated with respect and needs room to breathe. Use a minimum clear space surrounding the logo equivalent to the cap height of the logotype.

The only element approved to intrude in the clear space is the theme line lockup, "KNOW YOUR POWERS".



MINIMUM SIZE

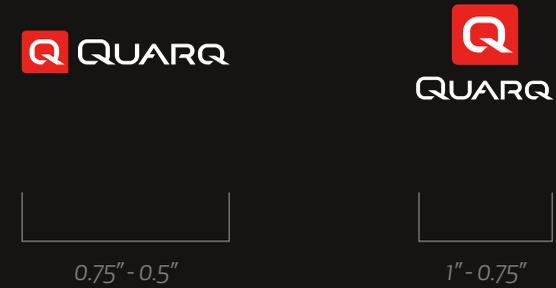
Depending on the type and size of your communication, the logo will need to be sized appropriately. A specific versions of the horizontal and vertical logos

(Titled SMALL FORMAT) have been created to ensure readability at small sizes. Be sure to use these versions when thinking big, but designing small.



THE HORIZONTAL QUARQ LOGO CAN BE USE FOR APPLICATIONS 1" AND LARGER, MEASURED HORIZONTALLY.

THE VERTICAL QUARQ LOGO CAN BE USE FOR APPLICATIONS 0.76" AND LARGER, MEASURED VERTICALLY.



THE MINIMUM HORIZONTAL LOGO SIZE IS 0.5". USE THE **SMALL FORMAT** HORIZONTAL LOGO FOR THESE APPLICATIONS.

THE MINIMUM VERTICAL LOGO SIZE IS 0.75". USE THE **SMALL FORMAT** VERTICAL LOGO FOR THESE APPLICATIONS.

LOGO COLORWAYS

Our logo can be any color within the Quarq color palette. Contrast is important — use a color logo on white backgrounds, and a white logo on color backgrounds.

The logo may also be used on an image background with sufficient contrast. Use a color logo on light image backgrounds and a white logo on dark image backgrounds.

See page 40 for specific color information.

Full color, Dark Background



Full color, Light Background



Knock Out



One Color, Light Background



THE KNOCK OUT LOGOS CAN ALSO USE THE SECONDARY GREY COLOR PALETTE

THE ONE COLOR LOGOS CAN ALSO USE THE SECONDARY GREY COLOR PALETTE

QUARQ LOGOTYPE

The logotype can be used independently from the Q symbol. It's typography is custom drawn and should never be modified.



Logotype



NEVER SKEW OR ITALICIZE
THE LOGOTYPE.



NEVER STRETCH OR EXTEND
THE LOGOTYPE.



NEVER OUTLINE THE LOGOTYPE.

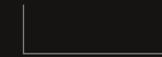
CLEAR SPACE MINIMUM SIZE

The logotype should be treated with respect and needs room to breathe. Use a minimum clear space surrounding the logo equivalent to the cap height

of the logotype. The only element approved to intrude in the clear space is the theme line lockup, "KNOW YOUR POWERS".



QUARQ



0.4"

THE MINIMUM LOGOTYPE SIZE IS 0.4".

LOGOTYPE COLORWAYS

Our logotype can be any color within the Quarq color palette but **NEVER RED**. Contrast is important — use a color logo on white

backgrounds and a white logo on color backgrounds. The logo may also be used on an image background with sufficient contrast.

Use a color logo on light image backgrounds and a white logo on dark image backgrounds. See page 40 for specific color information.

Knock Out



PMS 877 Metallic



Black



PMS 877 Metallic



PMS 441



PMS 431



PMS 441



PMS 431



KNOW YOUR POWERS

KNOW YOUR POWERS is our theme line. It's our rally cry. Our call to action. Our competitive advantage that's designed to speak directly to the devoted. For them, this phrase can mean a lot of things. It's knowing when to push, when to sit up, and when to say "Shut up legs!" It's adding context to their performances. And, increases in confidence from knowing exactly how and when to use the most important component of any bicycle - Themselves.

QUARQ
KNOW YOUR POWERS



MINIMUM POINT SIZE FOR
THE THEME LINE IS 4PT.

CLEAR SPACE

The logo & theme line should be treated with respect and needs room to breathe.

Use a minimum clear space surrounding the logotype equivalent to the cap height of the logotype.



THEME LINE VARIANTS

Our theme line is the most important phrase of the brand. It can be used to meet the needs of many communications, but isn't always a requirement.

When locking up the theme line with the Q Box, match the theme line color with logotype. When using the theme line on its own, it can be any color in the Quarq palette.

Full Color, dark background



Knock Out, dark background



Full Color, light background



Knock Out, light background



COLOR

The QUARQ primary color palette is comprised of: PMS 186, PMS Black 6, and White.

The supporting color palette includes: PMS 431, and PMS 441. To achieve a metallic look on printed materials, PMS 877 is used.

-  Pantone Matching System spot color, coated stock
-  Pantone Matching System spot color, uncoated stock
-  CMYK (Cyan, Magenta, Yellow and Black) for offset printing
-  Hexidecimal code for web and online use
-  RGB (Red, Green and Blue) for computer monitors and TV

Colors shown in this section and throughout this guide have not been evaluated by Pantone Inc. for accuracy and may not match the PANTONE color standard. Color formula conversions are based on best match assessment of the uncoated color target, and are not direct conversions as defined in the PMS color bridge. For an accurate visual standard, refer to the current edition of the PANTONE Uncoated Color Formula Guide.

PANTONE® is a registered trademark of Pantone Inc.

PRIMARY



- | | | |
|---|--|---|
|  PMS 186 C |  PMS Black 6 C |  White |
|  PMS 186 U |  PMS Black 6 U |  White |
|  12C 100M 92Y 3K |  30C 30M 30Y 100K |  0C 0M 0Y 0K |
|  #CF0A2C |  #000000 |  #FFFFFF |
|  207 10 44 |  0 0 0 |  F F F |

SUPPORTING



- | | |
|---|--|
|  PMS 431 C |  PMS 441 C |
|  PMS 431 U |  PMS 441 U |
|  66C 52M 45Y 17K |  26C 15M 20Y 0K |
|  #5C666F |  #BDC6C3 |
|  92 102 111 |  189R 198G 145B |

METALLIC



- | |
|---|
|  PMS 877 C |
|  PMS 877 U |



WHEN TYPESETTING BODY COPY IN BLACK IN AN OFFSET PRINTING APPLICATION, ALWAYS USE **100% K** TO AVOID REGISTRATION ISSUES.

TYPOGRAPHY

Our headline font is Quarq Pro Headline, and it's exclusive to the brand. It only comes in CAPS in one weight – ensuring consistent use in communications.

In some instances, small caps or superscript characters can be used to create a more refined typographic look.

ELSA^{10R}

QR

QUARQ PRO HEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*(){}[]:"';'<>?.,./|\

14^{PT}

MINIMUM POINT SIZE ON A CLEAN BACKGROUND, QUARQ PRO HEADLINE CAN BE TYPESET TO SIZES DOWN TO 14pt IN PRINT. FOR SIZES BELOW THIS, USE APEX NEW BOOK ITALIC OR BOLD ITALIC.

~~FAUX BOLD~~

NEVER USE FAUX BOLD OR STROKE THE FONT. IF YOU FEEL LIKE YOU NEED TO, CHANCES ARE THE POINT SIZE IS TOO SMALL, OR ITS PLACED ON AN IMAGE THAT'S TOO BUSY FOR TYPOGRAPHY.

~~FAUX ITALIC~~

NEVER USE FAUX ITALIC OR SKEW THE FONT. THE BODY COPY FONT IS ITALIC, SO THERE'S NO NEED TO OVERDO IT IN HEADLINES TOO.

TYPOGRAPHY

Our secondary font is Apex New Italic. It's a clean sans serif, giving the brand a modern and refined look. The bold weight can be used to draw visual contrast in subheads, or body copy if desired.

Set body copy with generous tracking, to give it an open and airy look.

~~Apex Roman~~

NEVER USE THE ROMAN CUTS OF APEX. THE HEADLINE FONT IS ROMAN, SO THERE'S NO NEED TO USE IT IN BODY COPY AS WELL.

Apex New Book Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 1234567890!@#\$%^&*(){}[]:; '<>? ,./\

Apex New Bold Italic

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 1234567890!@#\$%^&*(){}[]:; '<>? ,./**

SPONSORED ATHLETE RACE KITS

Depending on the level of sponsorship, various sizes and lockups of our logo can be used on team kits. When its possible to bleed off of the edge of the garment, the Q Tab can be a powerful design element, like in these Bontrager Pro Cycling Team kits.

